

ORDER



Orders
Order / Rev: 202464
Alt Order #: 06847481
Product Desc: 9/4-9/24 HOUSE MAJORITY PAC
Estimate: 1432
Flight Dates: 09/04/12 - 09/24/12
Original Date / Rev: 08/29/12 / 09/11/12
Order Type: REG

Primary AE: Petry Philadelphia
Sales Office: P-PHI
Sales Region: Nat

Agency
Name: Waterfront Strategies
Buying Contact:
Billing Contact:
 1010 Wisconsin Avenue
 Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: POL/House Majority PAC
Demographic: A35+
Product Codes: PL2
Priority: P2
Revenue Codes: AGY, POL, POL-ISS

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID: IN14921

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/24/12	39	\$46,125.00	\$39,206.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	39	\$46,125.00	\$39,206.25	0.00
Totals	39	\$46,125.00	\$39,206.25	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Petry Philadelphia			Start Of Order - End Of Order	100%

Order Share

	Share	Total
WAVY	36%	\$46,125.00
Market	100%	\$128,125.00

Competitive Share

	Share	Total
CABLE	0%	\$0.00
NFLWS	0%	\$0.00
UNKWN	0%	\$0.00
WGNT	1%	\$1,281.25
WHRO	0%	\$0.00
WPEN	0%	\$0.00
WPXV	0%	\$0.00
WTKR	19%	\$24,343.75
WTVZ	5%	\$6,406.25
WVBT	10%	\$12,812.50
WVEC	29%	\$37,156.25

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WAVY	09/04/12	09/07/12	WAVY 6AM News WAVY 6AM News	CM	6a-7a	- TWTF - -	:30	1	\$2,000.00	P1	0.00	NM	1	\$2,000.00
AM NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		09/03/12	09/09/12	- TWTF - -	1		\$2,000.00	0.00							
E 2	WAVY	09/10/12	09/21/12	Today Show M-F Today Show M-F	CM	7a-9a	MTWTF - -	:30	1	\$2,000.00	P1	0.00	NM	2	\$4,000.00

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WAVY

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	M-WTF--					1	\$2,000.00		0.00			
		Week: 09/17/12	09/23/12	MTWTF--					1	\$2,000.00		0.00			
E 3	WAVY	09/22/12	09/22/12	WAVY News 10 Sa 6a	CM	6a-7a	-----S-	:30	1	\$500.00	P1	0.00	NM	1	\$500.00
				WAVY News 10 Sa 6a											
SATURDAY EARLY AM NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	-----S-					1	\$500.00		0.00			
E 4	WAVY	09/22/12	09/22/12	WAVY News 10 Sa 7a	CM	7a-8a	-----S-	:30	1	\$800.00	P1	0.00	NM	1	\$800.00
				WAVY News 10 Sa 7a											
SATURDAY AM NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	-----S-					1	\$800.00		0.00			
E 5	WAVY	09/23/12	09/23/12	WAVY News 10 Sunday 6a	CM	6a-7a	-----S	:30	1	\$300.00	P2	0.00	NM	1	\$300.00
				WAVY News 10 Sunday 6a											
SUNDAY EARLY AM NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	-----S					1	\$300.00		0.00			
E 6	WAVY	09/23/12	09/23/12	WAVY News 10 Sunday 7a	CM	7a-8a	-----S	:30	1	\$800.00	P1	0.00	NM	1	\$800.00
				WAVY News 10 Sunday 7a											
SUNDAY AM NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	-----S					1	\$800.00		0.00			
E 7	WAVY	09/04/12	09/07/12	Today Show 2	CM	9a-10a	-TWTF--	:30	1	\$500.00	P1	0.00	NM	1	\$500.00
				Today Show 2											
TODAY SHOW 2															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	-TWTF--					1	\$500.00		0.00			
E 8	WAVY	09/10/12	09/21/12	Today Show 3	CM	10a-11a	MTWTF--	:30	1	\$400.00	P1	0.00	NM	2	\$800.00
				Today Show 3											
TODAY SHOW 3															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	M-WTF--					1	\$400.00		0.00			
		Week: 09/17/12	09/23/12	MTWTF--					1	\$400.00		0.00			
E 9	WAVY	09/04/12	09/07/12	WAVY News 10 @ Noon	CM	12p-1p	-TWTF--	:30	1	\$300.00	P1	0.00	NM	1	\$300.00
				News 10 @ Noon											
NOON NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	-TWTF--					1	\$300.00		0.00			
E 10	WAVY	09/10/12	09/21/12	WAVY News 10 @ 5p	CM	5p-530p	MTWTF--	:30	1	\$1,800.00	P1	0.00	NM	2	\$3,600.00
				News 10 @ 5p											
5PM NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	M-WTF--					1	\$1,800.00		0.00			
		Week: 09/17/12	09/23/12	MTWTF--					1	\$1,800.00		0.00			
E 11	WAVY	09/04/12	09/07/12	WAVY News 10 @ 530p	CM	530p-6p	-TWTF--	:30	1	\$1,800.00	P1	0.00	NM	1	\$1,800.00
				News 10 @ 530p											
530PM NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	-TWTF--					1	\$1,800.00		0.00			
E 12	WAVY	09/10/12	09/21/12	WAVY News 10 @ 6p	CM	6p-630p	MTWTF--	:30	1	\$2,000.00	P1	0.00	NM	2	\$4,000.00
				News 10 @ 6p											
6PM NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	M-WTF--					1	\$2,000.00		0.00			
		Week: 09/17/12	09/23/12	MTWTF--					1	\$2,000.00		0.00			
E 13	WAVY	09/21/12	09/21/12	Fri Hour 2	CM	9p-10p	----F--	:30	1	\$2,500.00	P1	0.00	NM	1	\$2,500.00
				Friday 9-10p											
grimm															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	----F--					1	\$2,500.00		0.00			

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WAVY

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 14	WAVY	09/21/12	09/21/12	Fri Hour 3 Friday 10p-11p	CM	10p-11p	----F--	:30	1	\$1,600.00	P1	0.00	NM	1	\$1,600.00
DATELINE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	----F--					1	\$1,600.00		0.00			
E 15	WAVY	09/10/12	09/21/12	LN M-F M-F News 10 @ 11	CM	11p-1130p	MTWTF--	:30	1	\$2,000.00	P1	0.00	NM	2	\$4,000.00
LATE NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	M-WTF--					1	\$2,000.00		0.00			
Week:		09/17/12	09/23/12	MTWTF--					1	\$2,000.00		0.00			
E 16	WAVY	09/10/12	09/21/12	WAVY 6AM News WAVY 6AM News	CM	6a-7a	MTWTF--	:30	1	\$2,000.00	P1	0.00	NM	2	\$4,000.00
AM NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	M-WTF--					1	\$2,000.00		0.00			
Week:		09/17/12	09/23/12	MTWTF--					1	\$2,000.00		0.00			
E 17	WAVY	09/24/12	09/24/12	Today Show M-F Today Show M-F	CM	7a-9a	M-----	:30	1	\$2,000.00	P1	0.00	NM	1	\$2,000.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	M-----					1	\$2,000.00		0.00			
E 18	WAVY	09/10/12	09/21/12	Today Show 2 Today Show 2	CM	9a-10a	MTWTF--	:30	1	\$500.00	P1	0.00	NM	2	\$1,000.00
TODAY SHOW 2															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	M-WTF--					1	\$500.00		0.00			
Week:		09/17/12	09/23/12	MTWTF--					1	\$500.00		0.00			
E 19	WAVY	09/24/12	09/24/12	Today Show 3 Today Show 3	CM	10a-11a	M-----	:30	1	\$400.00	P1	0.00	NM	1	\$400.00
TODAY SHOW 3															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	M-----					1	\$400.00		0.00			
E 20	WAVY	09/10/12	09/21/12	WAVY News 10 @ Noon News 10 @ Noon	CM	12p-1p	MTWTF--	:30	1	\$300.00	P1	0.00	NM	2	\$600.00
NOON NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	M-WTF--					1	\$300.00		0.00			
Week:		09/17/12	09/23/12	MTWTF--					1	\$300.00		0.00			
E 21	WAVY	09/24/12	09/24/12	WAVY News 10 @ 5p News 10 @ 5p	CM	5p-530p	M-----	:30	1	\$1,800.00	P1	0.00	NM	1	\$1,800.00
5PM NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	M-----					1	\$1,800.00		0.00			
E 22	WAVY	09/10/12	09/21/12	WAVY News 10 @ 530p News 10 @ 530p	CM	530p-6p	MTWTF--	:30	1	\$1,800.00	P1	0.00	NM	2	\$3,600.00
530PM NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	M-WTF--					1	\$1,800.00		0.00			
Week:		09/17/12	09/23/12	MTWTF--					1	\$1,800.00		0.00			
E 23	WAVY	09/24/12	09/24/12	WAVY News 10 @ 6p News 10 @ 6p	CM	6p-630p	M-----	:30	1	\$2,000.00	P1	0.00	NM	1	\$2,000.00
6PM NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	M-----					1	\$2,000.00		0.00			
E 24	WAVY	09/24/12	09/24/12	LN M-F M-F News 10 @ 11	CM	11p-1130p	M-----	:30	1	\$2,000.00	P1	0.00	NM	1	\$2,000.00
LATE NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	M-----					1	\$2,000.00		0.00			
E 25	WAVY	09/10/12	09/12/12	WAVY Early Today New WAVY News 430-5am	CM	430-5a	MTW----	:30	2	\$200.00	P1	0.00	NM	2	\$400.00

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 Estimate: 1432

WAVY

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
EARLY TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	MTW----		2				\$200.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WAVY	09/10/12-09/16/12		WAVY Early Today News		430-5a	MTW-----	:30		(\$200.00)		0.00	NM		
	See MG 25.3 [log change]														
3	NAVY	09/13/12-09/13/12		WAVY Early Today News		430-5a	---Th----	:30		\$200.00		0.00	NM		
	Ⓜ MG for 25.1 09/10 [Makegood]														
E 26	WAVY	09/17/12	09/21/12	Days of Our Lives Days of Our Lives	CM	1p-2p	MTWTF--	:30	1	\$350.00	P2	0.00	NM	1	\$350.00
DAYS OF OUR LIVES															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	MTWTF--		1				\$350.00		0.00			
E 27	WAVY	09/10/12	09/21/12	M-F 2-3p The Doctors	CM	2-3p	MTWTF--	:30	1	\$200.00	P2	0.00	NM	2	\$400.00
THE DOCTORS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	M-WTF--		1				\$200.00		0.00			
Week:		09/17/12	09/23/12	MTWTF--		1				\$200.00		0.00			
E 28	WAVY	09/23/12	09/23/12	Su 1a-2a Su 1-2a	CM	1a-2a	-----S	:30	1	\$75.00	P1	0.00	NM	1	\$75.00
BROTHERS & SISTERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-----S		1				\$75.00		0.00			
													Totals	39	\$46,125.00